

# Motorcycle Safety



**State of Wisconsin 2006**

# MOTORCYCLE SAFETY PROGRAM PLAN

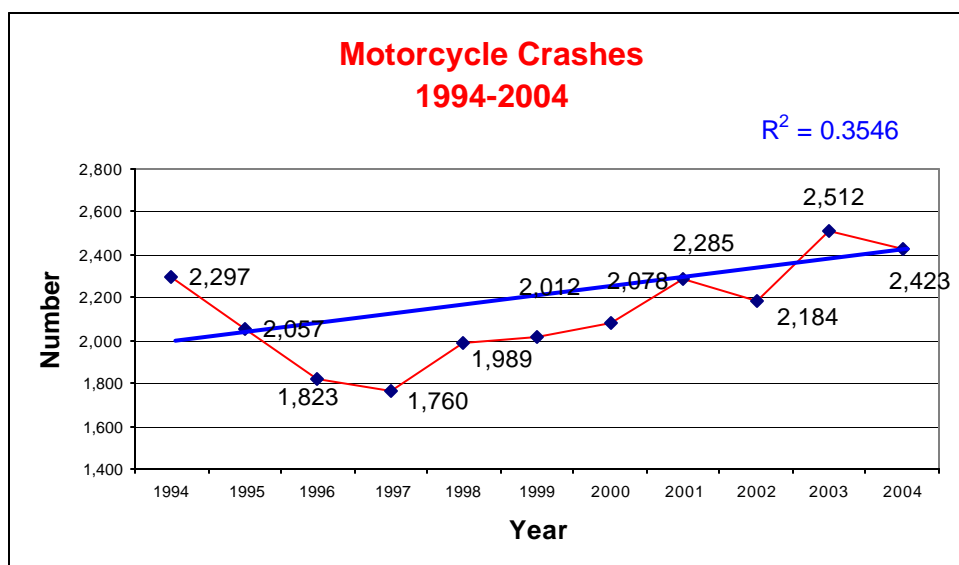


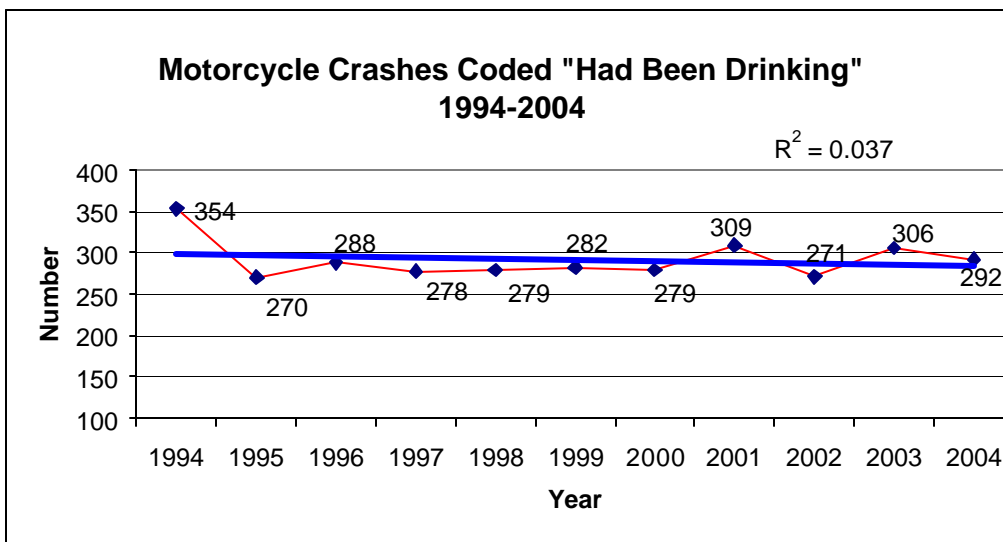
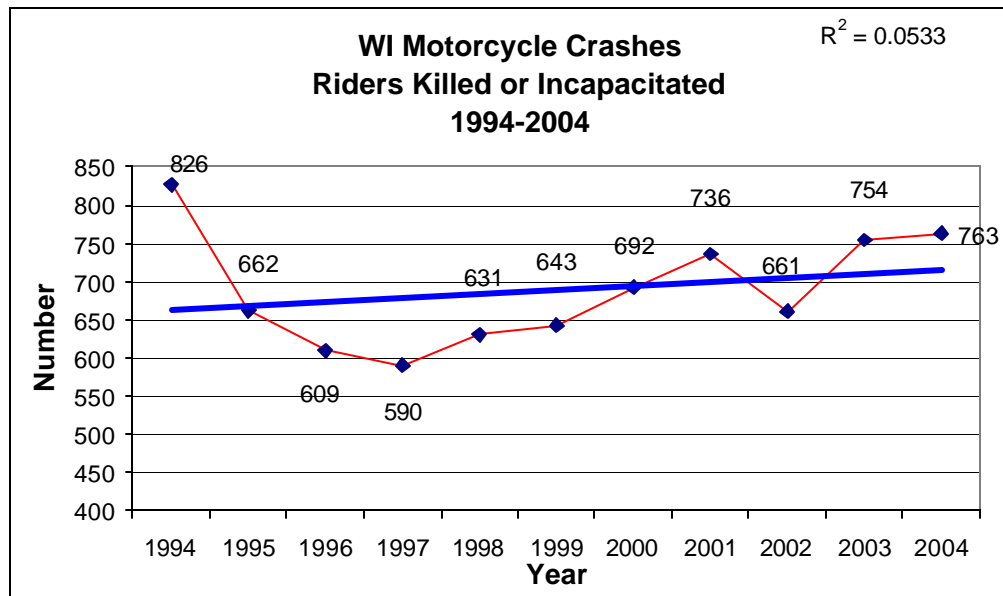
## *Problem Statement and Program Justification*

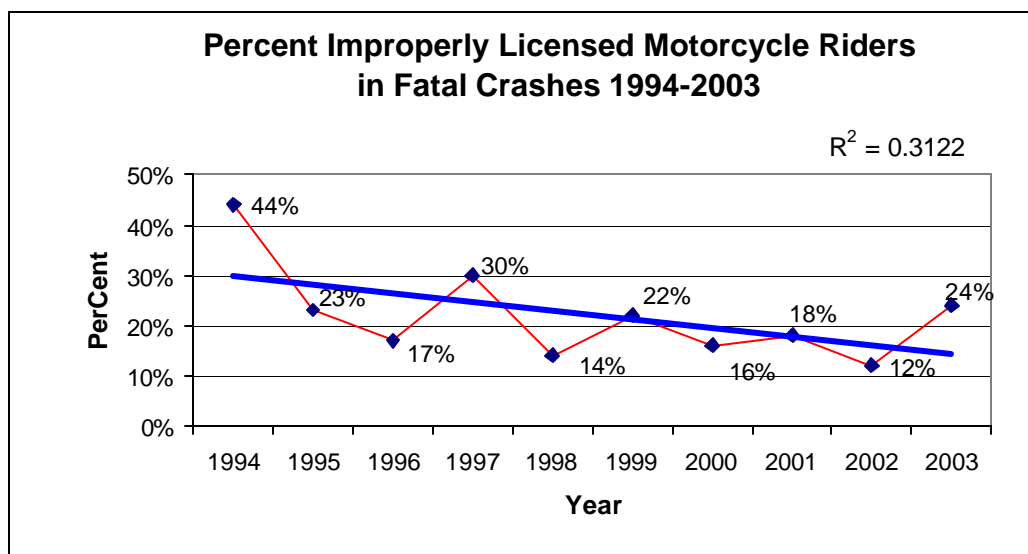
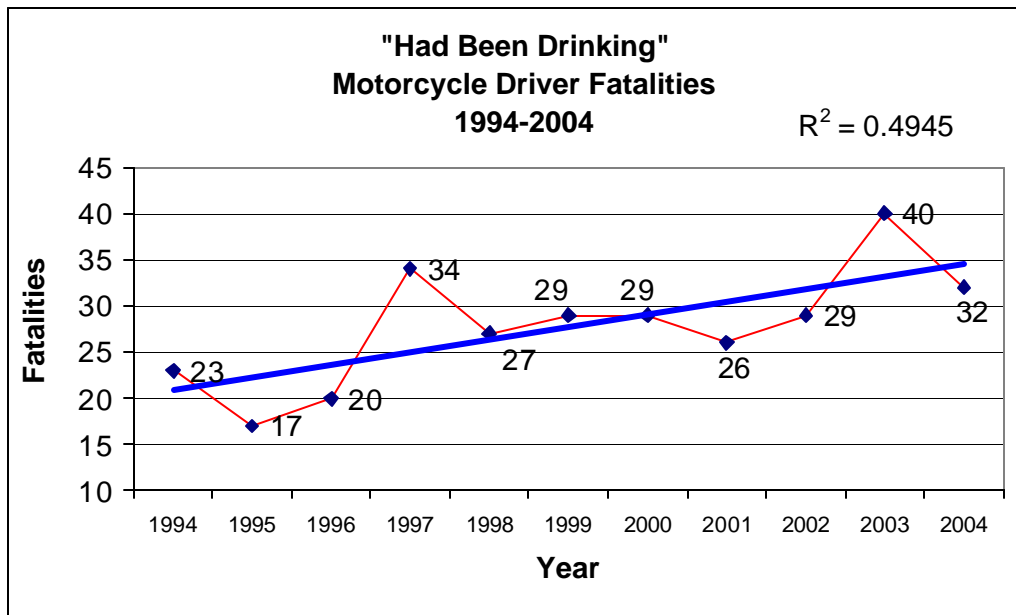
In 2000 (Wisconsin's base year), 2,014 persons were injured and 78 were killed in 2,078 reported motorcycle crashes. In 2004, 2,281 persons were injured and 80 were killed in 2,423 reported motorcycle crashes. Of the 80 motorcyclists killed in 2004, 33 had a positive BAC (41%). Eight of the fatalities occurred in Waukesha County and seven occurred in Milwaukee County.

Demand for Wisconsin's Motorcycle Rider Education Program (MREP) training has increased by 21% over the past two years, and is estimated to increase another 18% in FY06. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. Four chief instructors and nearly 200 rider education instructors must be continually updated and kept current on MSF curriculum changes and quality assurance initiatives. Currently, this is not done on a statewide annual effort.

Recent surveys indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.







**Performance Goal** Decrease the number of motorcycle rider fatalities to 75 in 2008.

#### **Performance Measures**

- Motorcycle crashes will decrease to 2,340 in 2006 and 2,180 in 2008.  
*2000 baseline was 2,078; 2004 Status is 2,423*
- Motorcycle riders killed or injured will decrease to 730 in 2006 and 680 in 2008.  
*2000 baseline was 692; 2004 Status is 763 riders killed or injured.*
- Motorcycle crashes in which the rider had been drinking will decrease to 270 in 2006 and 230 in 2008.  
*2000 baseline was 279; 2004 Status is 306 had been drinking crashes.*

- Alcohol-related rider fatalities will decrease to 28 in 2006 and 24 in 2008.  
*2000 baseline was 29; 2004 Status is 32 fatalities*
- The percent of improperly licensed riders involved in crashes will decrease from 24% in 2003 to 21% in 2006 and 17% in 2008.  
*2000 baseline was 16%; 2003 status was 24%.*

### *Budget*

MOTORCYCLE SAFETY PROGRAM BUDGET			
06-07-01-MC	Program Support	\$ 45,000	402
State	Program Management	\$110,000	
06-07-02-MC	Public Information, social marketing	\$105,000	402
	Outreach to cycle organizations, events	\$ 75,000	163
06-78-08-HN10	OWI PI&E	\$ 25,000	163
06-07-03-MC	Training - Instructor	\$ 10,000	402
State	MREP	\$544,000	
06-07-04-MC	Tri-County Motorcycle Coalition	\$ 25,000	402
	Safety Mentoring Pilot	\$ 25,000	402
06-07-05-MC	Evaluation	\$ 60,000	402
06-07-06-K6	s. 2010 Training/Outreach Incentive Grant	\$100,000	2010
	Total 402	\$345,000	
	Total 163	\$ 25,000	
	Total K6	\$100,000	
	State	\$654,000	
	Program Total	\$1,014,000	

### *Program Strategies and Activities*

**Program Management & Clerical Support** **\$ 45,000** (402)  
**\$110,000** (State)

- Assist the WI Rider Education Program and Motorcycle Safety Program through continued clerical support to training sites. Wage & fringe, DP, M&S.

**Public Information (Motorcycle Safety)** **\$205,000**

- Update and reprint the Ride Straight-Sober, Share the Road brochures and reprint bumper and helmet stickers as needed during FFY 05-06. Promote “Share the Road” through a mailing to 1.5 million motor vehicle owners during the May – August vehicle registration sticker distribution. \$55,000 402  
\$25,000 163
- Involve up to 12 DSP motor officers in up to three statewide events and local officials in up to 12 regional or local events to increase OWI enforcement and awareness \$75,000 402
- Impaired Riding Social Market Project – expansion to additional sites \$50,000 402

<b>Training -- Motorcycle Safety Instructor Training</b>	<b>\$ 10,000</b>	<b>(402)</b>
	\$554,000	(State)
<ul style="list-style-type: none"> <li>Conduct one statewide conference or three or four regional workshops to update instructors on curriculum issues, as required by MSF and Trans 129, in FFY 05-06. Provide scholarships for up to three chief instructors to attend SMSA or MSF annual national workshops during FFY 05-06.</li> <li>S. 2010 Training and Outreach Incentive Grant</li> </ul>	\$ 10,000 \$ TBA	
<b>Community Programs</b>	<b>\$ 50,000</b>	<b>(402)</b>
<ul style="list-style-type: none"> <li>Tri-County Motorcycle Coalition to implement three countywide motorcycle safety initiatives suggested in the NAMS conference.</li> <li>Pilot test safety mentoring initiative suggested at the NAMS conference.</li> </ul>	\$25,000 \$25,000	
<b>Evaluation</b>	<b>\$60,000</b>	<b>(402)</b>
<ul style="list-style-type: none"> <li>Evaluate the effect of the Motorcycle OWI Social Marketing Project implemented during FFY 04-05 during the FFY 05-06 riding season.</li> <li>Evaluate Wisconsin's MREP training program by sampling the driver records of Rider Ed graduates and non-trained riders to determine which group is involved in more crashes and has more citations, perhaps by model of motorcycle.</li> </ul>	\$30,000 \$30,000	